

Subject: Good News from LADBS!

From: "Bud Ovrom" <LADBS.Newsletter@lacity.org>

Date: 04/10/2012 07:32 PM

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**Volume II, Issue 10,
April 2012**

Also available on the Web
at www.ladbs.org

**Special Points of
Interest**

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our [2010 Performance
Enhancement Program](#)*

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Director](#)

**LADBS
Construction
Service Centers**

Downtown

201 N. Figueroa Street
Los Angeles, CA 90012
(Figueroa Plaza)

West Los Angeles

1828 Sawtelle Blvd.
2nd Floor
Los Angeles, CA 90025

Message from the General Manager



Monthly Statistics

We are now at the end of the Third Quarter and all of our economic indicators continue to show steady growth (see table below).

Total new construction, plan check revenue, and total revenue are each up by 9% over this time last year.

A closer look at the numbers shows some interesting trends. We had a good month for nonresidential (commercial) construction at \$202.4 million – up 116% over last March. But, the year-to-date total is still 15% below last year at this time. That is simply because we had such a big spike in last year's numbers due to the great work being done at LAX.

The highly significant growth in residential development more than offsets the aberration in commercial construction and leaves the combined total for all construction at \$2.478 billion – up 9% over the same three quarters last year.

New housing starts, primarily residential rentals, are literally almost off the charts. The 1,967 units in March alone is the second highest month in our records – second only to 2,468 units in February 2008. Of course, that was the height of the housing “bubble” and just before the crash later that year.

South LA

8475 S. Vermont Ave.
2nd Floor
Los Angeles, CA 90044

Van Nuys

6262 Van Nuys Blvd.
2nd Floor, Room 251
Los Angeles, CA 91401

San Pedro

638 S. Beacon Street
Room 276
San Pedro, CA 90731

Counter Hours:

Monday, Tuesday,
Thursday, Friday: 7:30
am - 4:30 pm

Wednesday: 9:00 am -
4:30 pm

* San Pedro & South LA
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daily

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In fact, this March was dominated by Geoff Palmer's new 915 units Lorenzo project at 325 W. Adams Blvd., the former Orthopedic Hospital site (CD9).

The highest Third Quarter in the Villaraigosa Administration was in FY 05-06 at 11,856 units. The lowest was FY 09-10 at 2,559 units. Hence, this Third Quarter total of 6,312 units can be seen as fairly reasonable growth. For a history of housing construction over the last 20 years, see our [March 2012](#) Newsletter at LADBS.org.

**FIGat7TH**

In this newsletter we are happy to present Brookfield's revitalized retail center at 7th Ave. and Figueroa Street, appropriately named FIGat7TH (CD9).

The Villaraigosa Administration has placed a high priority on promoting retail development as a way to help strengthen the City's economic base (see our [March 2011](#) Newsletter at LADBS.org).

Retail development in downtown LA has long been a challenge. Retailers won't locate there unless there is large enough residential base, and residents don't want to move there unless there is convenient retail! Just as the new Ralphs Market was a major breakthrough in Mayor Villaraigosa's first term, the new City Target is a significant milestone today.

Brookfield's trademark investment in high quality and timeless architecture significantly expands the downtown retail market, which has historically catered to office workers, to now include the emerging residential community.

Meet Gina Tervalon

I can't imagine how the Department would operate without its highly capable Personnel Director, Gina Tervalon. The Department has more than 700 employees in the fields of engineering, inspection, information technology, administration, finance, and management. Gina plays a critical role in ensuring that all employees, regardless of

their field, work together to provide New Construction and Code Enforcement services citywide. You'll enjoy learning more about Gina in this newsletter.

FIGat7TH



Located on the Figueroa Corridor at the base of the Ernst and Young office tower (CD9), Brookfield Properties' 427,000sf FIGat7TH retail center connects the downtown financial district with LA LIVE entertainment district. This \$40 million dollar project is currently under construction and set to open in fall 2012.

The major driving force behind this project was the departure of the center's two original anchor tenants and the subsequent arrival of one of Southern California's first City Targets. City Target – the smaller 95,000sf, urban version of the typically suburban big box store – will offer fresh food, basic urban living items, and clothing.

Gensler's initial study of the retail center revealed a number of major concerns, including poor circulation, visual clutter, and an outdated 1980's architectural style. The new design completely reinvents the functionality and existing architectural style of the center. The revised layout makes better sense of the existing geometry in an effort to promote consumer traffic into the retail center. Key design decisions include removal of all of the original and dated decorative elements of the center, including its signature 'spaceframe' structure, in favor of a sleek new 60' wide canopy, grand stair, and escalators. The main entry to the center is celebrated with spectacular cylindrical glass gateway

elements that allow for sweeping views to the interior from Figueroa Street. Additional stairs and escalators extend to the lower levels and complete a clear new circulation diagram. The original convoluted atrium shape has been streamlined with new fascias and guardrails designed to incorporate a clean and unified retail signage strategy.

TASTE FIGat7TH is a 25,000sf, café-style food court on the lower level of the retail center that extends onto the landscaped courtyard. Brookfield recently announced the first round of gourmet concepts that will define TASTE FIGat7TH, a culinary collection of chef-driven, accessible, quick-service, casual eateries that will anchor the signature dining experience of the landmark retail center. The first round of restaurateurs and concepts slated for TASTE include Juicy Lucy, Loteria Grill, Lamill Coffee, Oleego by Park's Barbeque, Indus, and Choppe Choppe.

Gensler has maintained strong partnerships with Brookfield Office Properties and Turner Construction Company throughout the course of the project, as well as Nabih Youssef & Associates (Structural Engineers) and Levine Seegel Associates (MEP Engineers) who have been integral members of the team. In further support of the project team, LADBS, and in particular the Case Management Division, has guided Gensler through the intricate permitting and inspection process in an effective and timely manner. The Los Angeles Fire Department has similarly worked closely with Turner, Brookfield, and Gensler to resolve various technical complexities inherent to the project, in particular those concerned with the upgrade and reconfiguration of the smoke control system. Close collaboration among all parties has been critical to the project's promise of success.

Gina Tervalon



Gina Tervalon
Personnel Director

The year 2000 was good for LADBS, construction was on the rise and we added Gina Tervalon to our cadre of professionals as a Personnel Director.

Gina is the consummate human resource professional: She has the knowledge, experience, and skills needed to understand and apply the complexities of Human Resource (HR) concepts, laws, and policies to our multi-faceted department.

Gina was born and raised mostly in Santa Barbara, CA, but has also spent significant time during her childhood in the Bay Area and the East Coast. She graduated from the University of California, Santa Barbara with a degree in English after switching her major from Civil Engineering. She was grateful to her parents for not asking, "What can you do with an English degree?"

After graduation, Gina was happy to find gainful employment at the City of Los Angeles as a Clerk Typist in the Personnel Bureau of Public Works, headed by Personnel Director Marjean Schwartz. Following Ms. Schwartz' advice to climb the HR ladder, Gina promoted to Management Assistant where she was thrown into representing Public Works in arbitrations, civil service hearings, and other challenging assignments.

As she progressed through the HR ranks in various City Departments, she continued to receive HR experience and education with an emphasis in labor relations, dispute resolution, organizational and employee development, and advocacy. Just before finding her home in LADBS, she served for two years as the Assistant Personnel Director for the Department of Transportation.

Gina says she is honored to lead a highly competent and dedicated HR team in LADBS' Personnel Services operation. She finds it

rewarding to resolve difficult problems while maintaining open lines of communication with employees, supervisors and bargaining units.

Gina enjoys spending time with her husband Marcus and their three daughters. She is also very involved with her church, community activities, and enjoys reading, cooking, and theater.

Our Mission Statement

The mission of the Department of Building and Safety is to protect the lives and safety of the residents and visitors of the City of Los Angeles and enhance the quality of life, housing, economic prosperity, and job creation. This is accomplished through advising, guiding, and assisting customers to achieve compliance with the Building, Zoning, Plumbing, Mechanical, Electrical, Disabled Access, Energy, and Green Codes; and local and State laws, through a timely, ethical, cooperative, and transparent process for the facilitation of construction and maintenance of commercial, industrial, and residential buildings throughout the City.

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LADBS Newsletter Editors: David Lara & Manuel Garcia

This message was sent to duckworth.donald@gmail.com by:

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